

The Honors College Newsmagazine Redesign: News and Notes

An Honors Thesis (HONR 499)

By

Liz Young

Thesis Advisor

Ryan Sparrow

Ball State University

Muncie, Indiana

March 2018

Expected Date of Graduation

May 2018

SpColl
Undergrad
Thesis
LD
2489
.24
2018
.Y68

Abstract

Flipping through a newspaper or skimming through a magazine is often times a mindless task. Readers wait for something to catch their eye. A snappy headline grabs their attention, but so does something else: the way the headline looks.

News and Notes is the Honors College's only newsmagazine. It is published twice a year and features stories about the faces, legacy, and news of the Honors College. While *News and Notes* is an award-winning publication, leadership and readership agreed that it was time for a brand refresh. Using my background in journalism graphics, marketing and branding, I have redesigned the style guide for the printed *News and Notes* publication and provided a website mock-up.

Acknowledgments

I would like to thank Ryan Sparrow for advising this thesis project. I would also like to thank the leaders of the *News and Notes* team, Noah Patterson and Mary Cox, who have encouraged me throughout this process.